



WXYZ

ORDER

Print Date 09/24/12

Page 1 of 4

Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	305672	/	Citizens for Affordable Quality Hon	<u>Alt Order #</u>			
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
	07/24/12	09/18/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	Citizens for Affordable Qual			<u>Billing Cycle</u>	EOM/EOC		
			1322 G Street SE	<u>Billing Calendar</u>	BROADCAST		
			Washington, DC 20003	<u>Demographic</u>	A25-54		
<u>Agency</u>	New Media Firm			<u>Rev Codes</u>	POL	POL	ISS
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL		
1322 G Street SE			<u>Sales Region</u> NAT	<u>Priority</u>	P-1		
Washington, DC 20003			<u>Agency Ref</u> 2	<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$60,010.00	\$70,600.00	0.00	10/01/12	10/15/12	71	\$60,010.00	\$70,600.00
Totals	71	\$60,010.00	\$70,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 1	WXYZ	10/09/12	10/15/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111- -	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	- 1111- -		4	\$150.00	0.00							
		Week: 10/15/12	10/21/12	1- -----		1	\$150.00	0.00							
E 2	WXYZ	10/10/12	10/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1- -	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-- 1- 1- -		2	\$400.00	0.00							
E 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111- -	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00



WXYZ

Print Date: 09/24/12

Page 2 of 4

Contract / Revision

305672

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 07/24/12 / 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**



WXYZ

Print Date: 09/24/12

Page 3 of 4

Contract / Revision

305672

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 07/24/12 / 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1540 Week 4**



WXYZ

Print Date: 09/24/12

Page 4 of 4

Contract / Revision**305672**Flight Dates**10/09/12-10/15/12**Hiatus DatesOriginal Date / Revision 07/24/12 / 09/18/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1540 Week 4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>			
													Type	Spots	Amount	
E 25	WXYZ	10/15/12	10/15/12	Monday Prime C	CM	10-11pm	Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Castle																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$5,000.00	0.00								
E 26	WXYZ	10/09/12	10/09/12	Tuesday Prime C	CM	10-11pm	Tuesday	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Private Practice																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-T-----		1	\$5,000.00	0.00								
E 27	WXYZ	10/11/12	10/11/12	Thursday Prime A	CM	8-9pm	Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Last Resort																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	---T---		1	\$4,000.00	0.00								
E 28	WXYZ	10/12/12	10/12/12	Friday Prime C	CM	10-11pm	Friday	-----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
20/20																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$4,000.00	0.00								
E 29	WXYZ	10/13/12	10/13/12	ABC Saturday Night Foot	IM	8pm-1130pm		-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
ABC's Saturday Night Foc																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-		1	\$3,000.00	0.00								
E 30	WXYZ	10/14/12	10/14/12	Sunday Prime C	CM	9-10pm	Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
Revenge																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S		1	\$5,000.00	0.00								
													Totals		71	\$70,600.00